

**REPLACEMENT CLAIMS VERSION**

**Please amend claim 1 to be as follows:**

1. A method for determining whether to market an intellectual property asset, the method comprising:

receiving a description of the intellectual property asset, the intellectual property asset based at least in part on an innovation developed for an internal need; and

generating an assessment of the marketability of the intellectual property asset based at least in part on the description of the intellectual property asset and a marketing criterion.

**Please add new claims 2-34 to be as follows:**

2. (New) The method of claim 1, the method further comprising generating a marketing recommendation based at least in part on the generated assessment.

3. (New) The method of claim 2, wherein the marketing recommendation is an absolute recommendation based at least in part on a predetermined threshold.

4. (New) The method of claim 2, wherein the marketing recommendation is a relative recommendation based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of other intellectual property assets.

5. (New) The method of claim 1, wherein the marketing criterion includes a market potential criterion.

6. (New) The method of claim 1, wherein the marketing criterion includes a project timeframe criterion.
7. (New) The method of claim 1, wherein the marketing criterion includes a projected revenue potential criterion.
8. (New) The method of claim 1, wherein the marketing criterion includes a competitive threat criterion.
9. (New) The method of claim 1, wherein the marketing criterion includes an intangible value criterion.
10. (New) The method of claim 1, wherein the marketing criterion is selected from the group consisting of a marketing viability criterion, a potential customer criterion, a competitive criterion, a market potential criterion, a development criterion, an ownership criterion, a patent status criterion, an interested customer criterion, a deal complexity criterion, a time to closing criterion, a competitive advantage criterion, a future deals criterion, a customer relationship criterion, an internal political criterion, and a public relations criterion.

11. (New) A method for determining whether to market an intellectual property asset, the method comprising:

determining a market potential assessment for the intellectual property asset, the intellectual property asset based at least in part on an innovation developed for an internal need;

determining a marketing project timeframe assessment for the intellectual property asset;

determining a projected revenue potential assessment for the intellectual property asset;

determining a competitive threat assessment for the intellectual property asset; and

determining a marketing opportunity assessment for the intellectual property asset based at least in part on the determined market potential assessment, the marketing project timeframe assessment, the projected revenue potential assessment, and the competitive threat assessment.

12. (New) The method of claim 11, the method further comprising:

determining an intangible value assessment for the intellectual property asset,

wherein the marketing opportunity assessment for the intellectual property asset is further based at least in part on the determined intangible value assessment.

13. (New) The method of claim 11, the method further comprising determining that the intellectual property asset is to be marketed when the marketing opportunity assessment satisfies a predetermined threshold.

14. (New) The method of claim 11, wherein the marketing potential assessment includes a product viability assessment.

15. (New) The method of claim 11, wherein the marketing project timeframe assessment includes a product marketing readiness assessment.

16. (New) The method of claim 11, wherein the projected revenue potential assessment includes a projected total anticipated revenue assessment.

17. (New) The method of claim 11, wherein the competitive threat assessment includes an assessment whether marketing the intellectual property asset to a customer will give the customer a competitive advantage over a marketer of the intellectual property asset.

18. (New) The method of claim 12, wherein the intangible value assessment includes an assessment whether marketing the intellectual property asset to a customer will increase a potential for future commercially advantageous transactions with the customer.

19. (New) A system for determining whether to market an intellectual property asset, the system comprising:

means for determining a market potential assessment of the intellectual property asset, the intellectual property asset based at least in part on an innovation developed for an internal need;

means for determining a marketing project timeframe assessment of the intellectual property asset;

means for determining a projected revenue potential assessment of the intellectual property asset;

means for determining a competitive threat assessment of the intellectual property asset; and

means for determining a marketing opportunity assessment of the intellectual property asset coupled to the means for determining the market potential assessment, the means for determining the marketing project timeframe assessment, the means for determining the projected revenue potential assessment, and the means for determining the competitive threat assessment.

20. (New) The system of claim 19, the system further comprising:

means for determining an intangible value assessment of the intellectual property asset, wherein the means for marketing opportunity assessment is further coupled to the means for determining the intangible value assessment.

21. (New) The system of claim 19, the system further comprising means for determining that the intellectual property asset is to be marketed when the marketing opportunity assessment satisfies a predetermined threshold.

22. (New) The system of claim 19, wherein the means for determining the marketing potential assessment includes means for determining a potential customers assessment.

23. (New) The system of claim 19, wherein the means for determining the marketing project timeframe assessment includes means for determining at least one of an ownership assessment and a patent status assessment.

24. (New) The system of claim 19, wherein the means for determining the marketing project timeframe assessment includes means for determining an identified interested customers assessment.

25. (New) The system of claim 20, wherein the means for determining the intangible value assessment includes means for determining an assessment whether marketing the intellectual property asset to a customer will foster a commercial relationship with the customer.

26. (New) A computer-readable medium storing a plurality of instructions to be executed by a processor for determining whether to market an intellectual property asset, the plurality of instructions including instructions to:

determine a market potential assessment of the intellectual property asset, the intellectual property asset based at least in part on an innovation developed for an internal need;

determine a marketing project timeframe assessment of the intellectual property asset;

determine a projected revenue potential assessment of the intellectual property asset;

determine a competitive threat assessment of the intellectual property asset; and

determine a marketing opportunity assessment of the intellectual property asset based at least in part on the determined market potential assessment, the marketing project timeframe assessment, the projected revenue potential assessment, and the competitive threat assessment.

27. (New) The computer-readable medium of claim 26, further comprising instructions to:

determine an intangible value assessment of the intellectual property asset,

wherein the instructions to determine a marketing opportunity assessment include instructions to determine the marketing opportunity assessment further based at least in part on the determined intangible value assessment.

28. (New) The computer-readable medium of claim 26, further comprising instructions to determine that the intellectual property asset is to be marketed when the marketing opportunity assessment satisfies a predetermined threshold.

29. (New) The computer-readable medium of claim 26, wherein the instructions to determine the marketing potential assessment include instructions to determine at least one of a competitive products assessment and a competitive suppliers assessment.

30. (New) The computer-readable medium of claim 26, wherein the instructions to determine the marketing potential assessment include instructions to determine at least one of a large market assessment and a low market saturation assessment.

31. (New) The computer-readable medium of claim 26, wherein the instructions to determine the marketing project timeframe assessment include instructions to determine a deal complexity assessment.

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32. (New) The computer-readable medium of claim 26, wherein the instructions to determine the marketing project timeframe assessment include instructions to determine an anticipated time of revenue recognition assessment.

33. (New) The computer-readable medium of claim 27, wherein the instructions to determine the intangible value assessment include instructions to determine an assessment whether marketing the intellectual property asset to a customer will foster internal organizational relations.

34. (New) The computer-readable medium of claim 27, wherein the instructions to determine the intangible value assessment include instructions to determine a public relations opportunity assessment.